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## Furs Dislike Hot Radiators

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# FURS DISLIKE Hot Radiators

By Betty Grant

**C**OLLEGE girls spend a good percentage of that 300 million dollars that goes in exchange for fur coats each year in America. Northern seal, raccoon, Civet cat and lapins, ninety nine varieties of them—all these are found protecting coeds from icy winds on campus walks.

Judging a piece of fur is as difficult as judging an Oriental rug. But a fur-inspecting layman can learn to watch for a few fur characteristics.

Suitability and appropriateness of the fur are important for chic. Some furs are for sportswear, while others are definitely for dress or trimming. The college girl in most cases will want a sporty fur.

Durability is important, especially to one who needs to count the pennies. Some furs are like friends. They wear well. Otter, skunk, raccoon, mink, beaver and fisher are among the more durable. Other durable furs include fitch, Persian lamb, sable, muskrat, Hudson seal and Alaskan seal. Fox, opossum and marten are semi-durable. Ermine, caracul, squirrel, leopard, rabbit and lynx are semi-perishable.

Take a tip. It is better to select the best quality of a less fine fur than an inferior quality of a finer fur. You will be happier with your purchase.

Take a look at the inside of your coat. The skins should be a soft, even color, similar to that of chamois. They should be soft, like broadcloth. When you shake the coat there should be no rattles because this means the skins are brittle or scorched because of too rapid drying.

Now let's look at the outside of the fur. Lustre is a sign of health in fur just as in human hair. Fine texture is always to be chosen according to the given species. Pale or yellowish and reddish skins are to be avoided.

Dyed furs must be watched, for dye-

ing is either a meritorious or a deceitful process. Only the reliability of your furrier can determine this.

The best fur coats for strenuous wear range in price from \$79.50 to \$150 depending upon the kind of fur. Otter is in the \$200 class but it is one of the most durable. Once again, you probably recall economic's principle applies to fur coats also. Price alone is not the determining factor in purchasing a fur coat. Muskrat costs from \$250 to \$500, while raccoon, also durable, is slightly under the muskrat figures.

The time of year also determine prices. The August sale prices are always lower than midseason prices. A shrewd shopper will find good fur bargains at the February close-out sales.

Fur coats deserve fair treatment. Proper care will cause a fur coat to earn its investment in good wear. Experts say:

1. Don't sit on your fur coat for long periods of time.
  2. Don't hang your coat over the radiator when it is wet. Let it dry at room temperature.
  3. Don't carry your purse or books constantly under your arms where it rubs against the fur.
  4. Don't neglect minor rips or tears, but have them repaired immediately.
- Those "in the know" advise you to:
1. Shake your fur coat often and vigorously.
  2. Have your furs properly cleansed and lusterized by a furrier once a year.
  3. Store your furs during the summer.
  4. Avoid exposing your fur coat to bright sunlight, which fades and streaks it. Fresh air and moderate amounts of sunlight is excellent for it.
  6. Avoid crowding furs in your closet.
  7. Brush and comb fur regularly with special combs and wire brushes.

